

Assessment Cycle 2022 - 2023

Athletic Department

Divisions: Academics/Life Skills, Business Management, Compliance, Marketing/Development, Sports Information

Prepared by: Dustin Eubanks

Date: 7/16/23

Approved by: Kevin Bostian

Date: 7/16/23

Northwestern State University Mission Statement

Northwestern State University is a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service. With its certificate, undergraduate, and graduate programs, Northwestern State University prepares its increasingly diverse student population to contribute to an inclusive global community with a steadfast dedication to improving our region, state, and nation.

Athletic Department Vision Statement

To embrace a sustained effort of developing student-athletes as competitors, scholars, and role models.

Athletic Department Mission Statement

The Northwestern State University athletic program endeavors to support the University's mission and strategic framework that is centered on preparing students with the academic and personal skills necessary to become productive members of society. The athletic program will achieve its vision by instilling the qualities of self-discipline, integrity, teamwork, and sportsmanship within its student-athletes, coaches, staff, administration, and fan base. An environment that supports diversity and inclusion while making community outreach a high priority will support these initiatives.

Athletic Department Core Values

Academic Achievement, Personal Responsibility, Competitive Success.....Every Minute, Every Hour, Every Day.

Methodology

The assessment process for the Athletic Department is as follows:

Assessment Cycle 2022 - 2023

- (1) Data from assessment tools are collected and returned to the program coordinator.
- (2) The program coordinator will analyze the data to determine whether measurable outcomes have been met
- (3) Results from the assessment will be discussed with Athletic Department subcommittee of the University Assessment Committee (UAC).
- (4) The Athletic Department subcommittee of the UAC will decide if measurement changes are warranted or if program changes need to occur after discussion

Division: Academics/Life Skills

Service Outcomes:

SO 1: Student-athletes will understand the importance of community service by engaging in several projects.

Measure 1.1: The Academic Service staff will provide data concerning student-athlete participation in life skill workshops. An annual participation rate of 58% has been established.

Finding: Target was not met.

Analysis: For the 2021-2022 assessment cycle, the target was met. Five student-athlete development events were held with a 68% participation rate. Limited events were held during the academic year due to COVID-19 protocols as well as limited student-athlete development staff. Of the non-mandatory events held, the "International Student-Athlete Night" (61%) and the "National Women and Sports Day" event (32%) had the highest attendance rates. During the 2022-23 assessment cycle, the target was not met. Four life skill events/workshops were held from August 2022 through April 2023. A total of 319 student-athletes attended these events out of a possible 650 attendees. This led to a 49% participation rate, short of the 58% target. Special Olympics recorded the highest participation, with 115 SA's attending the event. Martin Luther King Day festivities had 100 student-athletes participate, while Relay for Life recorded 80 attendees. During home football games during the 2022 season, 24 track and field student-athletes served as parking attendants.

Action – Decision or Recommendation: In 2022-23 the target was not met. Based on the analysis of 2022-23 results, the Academic Service staff will increase the annual participation rate to 59% to drive continuous improvement. More events will be scheduled as well.

Source: 2022-23 Participation Rate in Life Skill Events/Workshops

Assessment Cycle 2022 - 2023

Measure 1.2: The Academic Service staff will provide data concerning student-athlete participation in community service projects. An annual participation of no less than 4,700 hours has been established.

Finding: Target was not met.

Analysis: A target of 4,600 community service hours were set for the 2021-22 assessment cycle. 2,345 hours were recorded, short of the target. A variety of reasons led to the shortcoming, such as COVID-19 protocols, hours not being recorded and submitted, the impact of the transfer portal, and staff changes within the athletic department. During the 2022-23 assessment cycle, the target was not met. Due to major turnover in the Academic Service Office, and limited staffing at different point during the academic year, hours were not properly tracked. Student-athletes participated in numerous events, including Relay for Life, Special Olympics, MASH Toy Drive, Martin Luther King Jr. Day, and serving as parking attendants at home football games. However, with no one tracking the hours, there is no data to report.

Action – Decision or Recommendation: In 2022-23, the target was not met. Based on analysis of 2022-23 results, and with a full staff in the Academic Service area, community service hours will be tracked during the 2023-24 assessment cycle, and the staff will increase the target to 4,800 hours to drive continuous improvement.

Source: 2022-23 Community Service Report

SO 2: Student-athlete will be academically successful.

Measure 2.1: The Academic Service staff will provide data per semester on the total Athletic Department grade point average (all teams combined). A goal of no less than a 3.06 grade point average per semester has been established.

Finding: Target was partially met.

Analysis: During the 2021-22 assessment cycle, the target GPA of 3.05 was partially met. An overall Athletic Department GPA of 3.057 was recorded for the Fall 2021 semester, exceeding the target by .007. However, a 3.04 GPA was registered for the Spring 2022 semester, falling short of the goal by .01. This marked the third time in three years the assessment target was not met. During the 2022-23 assessment cycle, the target was again partially met. An overall Athletic Department GPA of 3.0579 was recorded for the Fall 2022 semester, falling short of the new target by .0021. However, a 3.1567 GPA was registered for the Spring 2023 semester, exceeding the new target by .0967. This marked the fourth time in four years the assessment target was not met.

Assessment Cycle 2022 - 2023

Action – Decision or Recommendation: In 2022-23, the target was partially met. Based on analysis of 2022-23 results, the Academic Service staff will increase the target GPA to 3.07 to drive continuous improvement.

Source: 2022-23 Athletic Department GPA Spreadsheets

Division: Business Management

Service Outcomes:

SO 1: Balance the Athletic Department budget on an annual basis.

Measure 1.1: A final budget to actual analysis will be provided following the end of each fiscal year.

Finding: Target was met.

Analysis: For the 2021-22 assessment cycle, the target was met. Total revenues reported for the 2020-21 fiscal year were \$12,540,086, while expenses were \$12,176,835. This resulted in a \$363,251 surplus, marking the third consecutive year a surplus was recorded. For the 2022-23 assessment cycle, the target was met. Total revenues for the 2021-22 academic year were \$13,505,438, while expenses were \$13,234,261. This resulted in a credit of \$271,177 for the 2021-22 fiscal year. This marks the fourth consecutive year this target has been met.

Action – Decision or Recommendation: For the 2022-23 report, the target was met. For the 2022-23 budget and the 2023-24 assessment cycle, the target of a balanced budget will continue.

Source: 2021-22 Athletic Department Budget Report

SO 2: To operate with no audit findings.

Measure 2.1: The Business Manager will provide documentation from the state audit (NCAA agreed upon procedures).

Finding: Target was not met.

Analysis: Based on analysis of results from the 2020-21 audit cycle, the target was not met. Although an Assistant Business Manager was hired, the Business Manager, who was in that position for 20-plus years, retired. This led to a new individual taking over the position, and this transition led to numerous audit findings as listed below:

1. Memberships and dues non-program specific were overstated, and football was understated by \$15,000. Statement A was corrected.

Assessment Cycle 2022 - 2023

2. Team travel non-program specific was overstated by \$35,318, football was understated by \$10,649, men's basketball was understated by \$10,134, and other sports were understated by \$14,535. Statement A was corrected.
3. Other operating expenses non-program specific were overstated by \$11,376. Statement A was corrected.
4. Medical expenses and insurance non-program specific were overstated by \$19,604, men's basketball was understated by \$2,456, women's basketball was understated by \$2,456, and other sports were understated by \$26,068. Statement A was corrected.
5. \$14,971 of athletic student aid was reported as football rather than non-program specific and \$9,998 of other operating expense was reported as football rather than non-program specific. Statement A was corrected. The University did not properly allocate student fees to each sport based on actual expenses, resulting in \$1,427,904 overstatement of non-program specific, \$272,161 understatement of football, \$112,326 understatement of men's basketball, \$132,128 understatement of women's basketball, and \$911,289 understatement of other sports. Statement A was corrected.
6. The University did not properly allocate direct institutional support to each sport based on actual expenses, resulting in a \$354,842 understatement of non-program specific, \$45,971 overstatement of football, \$18,705 overstatement of men's basketball, \$142,486 overstatement of women's basketball, and \$147,680 overstatement of other sports. Statement A was corrected. A portion of expenses used to calculate indirect institutional support was based on fiscal year 2020 totals, resulting in an overstatement of indirect institutional support revenues and expenses of \$2,657. Statement A was corrected.
7. \$32,408 in revenues related to the rental of athletic facilities was incorrectly reported as royalties, licensing, advertisement, and sponsorship revenue instead of other operating revenues. Statement A was corrected.
8. Coaching salaries, benefits, and bonuses paid by the University and related entities of \$35,885 for women's basketball and \$39,252 for other sports was incorrectly reported as support staff/administrative compensation, benefits, and bonuses paid by the University and related entities as non-program specific. Statement A was corrected.
9. The University's non-athletics-related other debt was erroneously reported as total athletics-related debt, resulting in an overstatement of total athletics-related debt by \$614,457. Additionally, total institutional debt did not equal the sum of amounts held by both the University and DUF, resulting in an overstatement of total institutional debt by \$524,948.
10. Athletics dedicated endowments inappropriately included the DUF money market accounts, resulting in an overstatement of athletics-dedicated endowments by \$73,198. Additionally, athletics-dedicated endowments were not included in the total for institutional endowments, resulting in an understatement of institutional endowments by \$2,360,568.

Assessment Cycle 2022 - 2023

Based on analysis of results from the 2021-22 audit cycle, the target was not met. The previous Business Manager was relieved of her duties, and the Assistant Business Manager also left the university for a new job. Due to these changes, the Athletic Director took a more active role in this area, which led to improvements. However, the following findings, although less than the year before, were reported as follows:

1. The university did not include the correct amounts from the Demons Unlimited Fund (DUF) audit report dated November 29, 2022, resulting in an understatement of revenues by \$245,954 and understatement of expenditures by \$802,471. Statement A was corrected.
2. The university included in Direct Institutional Support \$981,885 of lost revenue funds received from the CARES Act. These funds should have been reported under Direct State or Other Governmental support. Statement A was corrected.
3. The university overstated Direct Institutional Support and Athletic Student Aid in the amount of \$142,387. This overstatement was caused by the double-posting of an entry for athletic books. Statement A was corrected.
4. The supporting documentation for Academic Support did not match the amount recorded, resulting in an overstatement of \$1,366 of Indirect Institutional Support revenue and expense. Statement A was corrected.
5. The total institutional debt did not equal the sum of amounts held by both the university and the Demons Unlimited Fund (DUF), resulting in an understatement of Total Institutional Debt by \$402,340. Statement A was corrected.
6. Athletics-dedicated endowments fair market value were understated by \$176,832. Institutional endowments were reported as zero, resulting in an understatement by \$19,004,675. Statement A was corrected.

Action – Decision or Recommendation: According to the 2021-22 audit report, the target was not met. Based on analysis of this report, the newly hired Athletic Business Manager will maintain the target of no audit findings for the 2022-23 audit cycle.

Source: 2021-22 NCAA Financial Audit Report

Measure 2.2: The Business Manager provided documentation from the Demons Unlimited Foundation audit.

Finding: Target was not met.

Analysis: During the 2020-21 audit cycle, no exceptions were reported, marking the fifth consecutive year of zero findings. During the 2021-22 audit cycle, the target was not met with the following findings reported:

Assessment Cycle 2022 - 2023

1. Bank Reconciliations: The Demons Unlimited Foundation failed to perform bank reconciliations in a timely manner throughout the year. Outstanding items were not properly investigated or corrected.
2. Endowments and Investment Account Reconciliations: Donations to endowments were not timely transferred to the investment account during the year. Investment accounts were not reconciled to the monthly brokerage statements, causing improper recording of appreciation/depreciation of the endowment accounts.
3. Expenditures and Credit Cards: The Demons Unlimited Foundation failed to obtain appropriate approval on a significant number of transactions selected for review. Some items selected for review were found to not be paid in a timely manner. Supporting documentation for some expenditures were not able to be located during the testing procedures. Additionally, credit card expenditures were not recorded for two months during the year.
4. Contributed Nonfinancial Assets (Gifts-in-Kind): The Demons Unlimited Foundation failed to properly record donated items and services related to the various auctions and other athletic functions. Documentation of the fair value and method of determining fair value was not maintained for all donated items.

Action – Decision or Recommendation: Based on the analysis of the 2021-22 audit report the target was not met. Based on analysis of this report, the following corrective actions were reported:

1. Bank Reconciliations: The Demons Unlimited Foundation will train and mandate all budget heads and personnel on mandatory supervision of regulatory business office practices. The Demons Unlimited Foundation will acquire training for all staff on the QuickBooks accounting system. Additional personnel will be hired to fill vacant positions and those individuals will be trained to follow policies and procedures for bank reconciliations.
2. Endowments and Investment Account Reconciliations: The Demons Unlimited Foundation will train and mandate all budget heads and personnel on mandatory supervision of business office practices pertaining to monthly deposits and transfers for endowment and investment accounts. Additional personnel will be hired to fill vacant positions and those individuals will be trained to follow policies and procedures for account reconciliations and transfers. These positions will be expected to properly communicate policies, procedures, and timelines to ensure timely deposits and transfers to investment and endowment accounts.
3. Expenditures and Credit Cards: The Demons Unlimited Foundation will mandate the budget heads and senior personnel ensure timely supervision of policy and procedures in reporting expenditures, credit card expenses, reconciliation, and payment. Additional personnel will be hired to fill vacant

Assessment Cycle 2022 - 2023

positions and those individuals will be trained to follow policies and procedures for account reconciliations. These positions will properly ensure compliance with existing expenditure internal control procedures.

4. Contributed Nonfinancial Assets (Gifts-in-Kind): The Demons Unlimited Foundation will acquire training for all staff and future hires on the Agilon reporting system. Additional personnel will be hired to fill vacant positions and those individuals will be trained to follow policies and procedures related to proper documentation of Gifts-in-Kind, and record revenues and expenditures in accordance with their fair value.

In addition, the newly hired Athletic Business Manager will maintain the target of no audit findings for the 2022-23 audit cycle.

Source: 2021-22 Demons Unlimited Foundation Audit Report

Division: Compliance

Service Outcomes:

SO 1: Each student-athlete will earn their baccalaureate degree.

Measure 1.1: The Compliance Office completes the annual NCAA Federal Graduation Rates report. The annual target of 61% graduation rates among student-athletes has been set.

Finding: Target was met.

Analysis: During the 2021-22 assessment cycle, the target was met. A 61% Federal Graduation Rate was recorded, marking an 11% increase from the previous year's report. During the 2022-23 assessment cycle, the target was met. A 71% Federal Graduation Rate was reported, the highest score ever registered since Federal Graduation Rates for NSU athletics were reported (1996). This exceeds the target by 10%, and registers a 21% increase over the last two years.

Action – Decision or Recommendation: In 2022-23, the target was met. The 2022 Federal Graduation Rate Report registered a 71% graduation rate among student-athletes. Based on analysis of these results, the annual target rate will be increased to 62% to drive continuous improvement.

Source: 2022 NCAA Federal Graduation Rate Report

Assessment Cycle 2022 - 2023

Measure 1.2: The Compliance Office completes the annual NCAA Federal Graduation Rates report. In comparison with the student body, an annual target of 19% higher graduation rates by student-athletes has been set.

Finding: Target was met.

Analysis: During the 2021-22 assessment cycle, the target was not met. The 2021 Federal Graduation Rates report registered a 61% graduation rate among student-athletes, as opposed to a 48% rate for the general student body. With a measured difference of 13%, the target was not met. During the 2022-23 assessment cycle, the target was met. A 71% Federal Graduation Rates was registered for student-athletes, in comparison to a 44% graduation rate for the student body. The 27% measured difference eclipsed the target by a 8% clip.

Action – Decision or Recommendation: In 2022-23, the target was met. Based on analysis of these results, an annual target an 20% greater graduation rate by student-athletes in comparison to the general student body has been set to drive continuous improvement.

Source: 2022 NCAA Federal Graduation Rate Report

Measure 1.3: The Compliance Office completes the annual NCAA Graduation Success Rates report. The annual target of 75% Graduation Success Rate for the Athletic Department has been set.

Finding: Target was met.

Analysis: During the 2021-22 assessment cycle, the target was met. The 2021 NCAA Federal Graduation Rates Report registered a 87% Graduation Success Rate for NSU student-athletes, recording another all-time high in this area, and marking the seventh consecutive year the department's GSR improved from the previous year. The rate also exceeded the stated target by 13%. During the 2022-23 assessment cycle, the target was met. An 88% Graduation Success Rate was recorded, eclipsing the all-time registered the previous year by 1%. This also marked the eighth consecutive year an improvement in the score has occurred in comparison to the previous year.

Action – Decision or Recommendation: In 2022-23, the target was met. Based on analysis of results, a target of 76% has been established to drive continuous improvement in this area.

Source: 2022 NCAA Federal Graduation Rate Report

SO 2: Each student-athlete will make academic progress towards earning a baccalaureate degree.

Assessment Cycle 2022 - 2023

Measure 2.1: The Compliance Office completes the annual NCAA Academic Progress Rates report. The annual target of .944 Academic Progress Rate for each team has been set.

Finding: Target was not met.

Analysis: During the 2021-22 assessment cycle, the target was not met. The 2020-21 APR Institutional Report listed 8 different teams with perfect scores, a new record for Northwestern State since this report began. However, Men's Track & Field registered a .927 single year score, falling short of the .942 target by .15 points. This was the second consecutive year one team fell short of the stated target. Despite missing the target, a goal of .943 was set for each team moving forward into this assessment cycle. Based on analysis of the 2020-21 institutional APR report, four teams fell below the stated target: Men's Cross Country (.929), Men's Track & Field (.909), Women's Basketball (.926), and Women's Track & Field (.921). Men's Cross Country, Women's Basketball, and Women's Track & Field have recorded solid scores over the years, so the Athletic Department treated this as a one-year anomaly. However, Men's Track & Field has now missed the target for two consecutive years and have registered a lower APR score in four consecutive years. This led to multiple meetings with the Track and Field coaching staff stressing the importance of improved academic performance in their sport. It has been noted multiple times that continued lack of academic performance in this sport could lead to APR penalties, including lack of postseason opportunities. The coaching staff clearly understands the significance of this situation. During the 2022-23 assessment cycle, the target was not met. Softball (.942), Football (.936), Men's Track & Field (.913) and Women's Cross Country (.882) all fell below the stated target. Men's Track & Field continue to be a concern in this area, with this score marking the third consecutive year the target has not been met. Meetings were held with the Track and Field coaching staff, again warning of future consequences with the NCAA APP program regarding penalties if these scores continue to be substandard.

Action – Decision or Recommendation: In 2022-23, the target was not met. Four sports recorded a score lower than the stated target of .944. Based on analysis of results, it was determined to increase the minimum Academic Progress Rate for all teams to .945 for future assessments to drive continuous improvement.

Source: 2021-22 NCAA Academic Progress Rate Institutional Report

Measure 2.2: The Compliance Office completes the annual NCAA Academic Progress Rates report. A goal of incurring zero penalties has been set.

Finding: Target was met.

Analysis: During the 2021-22 assessment cycle, the target was met. No penalties were reported, allowing the university to continue its streak of never incurring a penalty more than an Academic Improvement Plan during the existence of the Academic

Assessment Cycle 2022 - 2023

Performance Program. During the 2022-23 assessment cycle, the target was met. No penalties were recorded per the 2021-22 NCAA Academic Performance Program Penalty Report.

Action – Decision or Recommendation: In 2022-23, the target was met. Based on the analysis of the 2022-23 results, in 2023-24, the goal of no Academic Performance Program penalties will be maintained.

Source: 2021-22 NCAA Academic Performance Program Penalty Report

Division: Marketing/Development

Service Outcomes:

SO 1: Improved attendance at ticketed sporting events.

Measure 1.1: The Marketing and Development staff provided an annual report of revenues at ticketed sporting events (baseball, men's basketball, women's basketball, football, softball, track, and field). A goal of 5% increase from the previous year was established.

Finding: Target was met.

Analysis: In 2021-22, the target was met. Total ticket revenue rose to \$222,635, an increase of \$70,483 or 46.3% from the previous year. This increase was aided by the lessening of Covid-19 restrictions but was still the second lowest total over the last decade. During the 2022-23 assessment cycle, the target was met. Ticket revenue was reported at \$236,257, representing a \$13,622 increase (6%) from the previous year's total of \$222,635. Men's Basketball recorded \$31,596.59 in total ticket sales, the highest such total since the 2015-16 season. Women's Basketball increased to a respectable \$26,216.59 in total ticket sales, the highest total since the 2016-17 season. Soccer, a non-ticketed sport, reported \$3,486 in total ticket sales due to hosting the 2022 Southland Conference Tournament. This is the highest total reported since the Ticket Sales Comparison Chart has been kept. In total, this was the third consecutive year that total tickets sales increased in the NSU Athletic Department.

Action – Decision or Recommendation: In 2022-23, the target was met. Based on the analysis of the 2022-23 results, in 2023-24, a target of 5% increase from the previous academic year will be set to drive continuous improvement.

Source: Ticket Sales Comparison Chart (from 2012-13 to present)

SO 2: Improved self-generated revenues

Assessment Cycle 2022 - 2023

Measure 2.1: The Marketing and Development staff will provide an annual report of self-generated revenues and compare to previous year's total. A goal of 10% increase from the previous year has been established.

Finding: Target was not met.

Analysis: For the 2021-22 assessment cycle, the target was met. Total revenues rose to \$3,604,057, which represented an increase of \$990,759, or 37.9%, from the previous year. The biggest increase occurred again in the cash and cash equivalents area, with \$506,446 more revenue recorded from the previous year. During the 2022-23 assessment cycle, the target was not met. Revenue increased to \$3,611,354, an increase of \$7,297 from the previous year, however, this is only a .2% increase, well short of the 10% goal. A drop in investments was recorded, from \$2,360,568 to \$2,039,989 for the 2021-22 fiscal year. This represents a \$320,579 decrease (15.7%) from the previous year. However, \$171,653 in contributions were reported, an increase of \$69,832 (68.6%) from the previous year. Cash advances totaled \$51,316, as opposed to \$0 reported during the previous year. Although positive gains in these areas, it was not enough to off-set the losses in investments.

Action – Decision or Recommendation: In 2022-23, the target was met. Based on the analysis of the 2022-22 results, in 2023-24, a target of 10% increase in revenues will be set to drive continuous improvement.

Source: 2020-21 & 2021-22 Demons Unlimited Foundation Budget Reports

Division: Sports Information

Service Outcomes:

SO 1: Promote academic and athletic accomplishments of student-athletes.

Measure 1.1: The Sports Information staff will provide a yearly Earned Media Report, setting a goal of a 5% advertising value equivalency increase on a yearly basis.

Finding: Target was met.

Analysis: During the 2021-22 assessment cycle, Meltwater Media reported an estimated earned media coverage of \$542.47 million from April 1, 2021, to March 30, 2022. This is an increase of 8% from the previous year's total of \$501.22 million. During the 2022-23 assessment cycle, the target was met. In the fourth quarter alone of 2022 and less than three months after airing the first locally produced ESPN+ broadcast, an estimated earned media value of more than \$700 million was reported. Multiple appearances on SportsCenter's Top 10 feature during the football and basketball seasons, along with a myriad of shares on social media, contributed to a massive increase in exposure. NSU also received national exposure from CBS Sports and NY Times features on Hansel Enmanuel and the men's basketball team during the

Assessment Cycle 2022 - 2023

first quarter of 2023. In total, 980 million was reported in earned media coverage from April 1, 2022 to March 30, 2023, resulting in a 44.7% increase from last year's total. This is easily the largest increase recorded in earned media coverage since this beginning of this measure.

Action – Decision or Recommendation: In 2022-23, the target was met. Based on analysis of the 2022-23 results, in 2023-24, the Sports Information Department will drive continuous improvement by setting a target of 5% growth in earned media coverage from the previous year. However, it is unknown what kind of effect the transfer of Hansel Emanuel will have on achieving this goal. It is believed that steady growth will continue to occur with ESPN+ broadcasts, so the goal will be maintained.

Source: 2022-23 Sports Information Earned Media Report

Measure 1.2: Continue to expand social media footprint by 6% on a yearly basis. Footprint will be measured by various metrics, including Twitter/Instagram followers, Facebook likes as well as impressions and interactions on posted material across the various platforms.

Finding: Target was partially met.

Analysis: During the 2021-22 assessment cycle, the target was met. NSU Athletics registered nine Facebook accounts and 10 Twitter accounts, and 16 of those 17 grew by at least six percent in followers. Eleven of those 17 accounts grew by double digits, including Men's Basketball Facebook (39 percent) and Instagram (63 percent), Football Facebook (45 percent) and Softball Facebook (32 percent). NSU Instagram accounts experienced rapid growth, but an Instagram baseline has yet to be established, so there are no year-to-year comparisons. During 2022-23, the target was partially met. A 7.8% gain from the previous year was recorded on the main Twitter account (@NSUDemons), averaging more than 16,000 impressions per month. The follower total on the main account increased to 11,541, with cumulative followers across 10 sport-specific accounts increasing by 62.5 percent to over 54,000. Facebook registered a 3.1 percent growth with specific impression and engagement values unavailable for content shared on the platform throughout the academic year, falling short of the 6% target.

Action – Decision or Recommendation: In 2022-23, the target was partially met. Based on the analysis of the 2022-23 results in 2023-24, the Sports Information Department will set a target of 6% social media growth from last year to drive continuous improvement. Establishing an Instagram baseline to measure future growth in this area is still a priority moving forward.

Source: 2022-23 Sports Information Social Media Report

Assessment Cycle 2022 - 2023

Comprehensive Summary of Key Evidence of Improvements Based on Analysis of Results

Division: Business Management

Total revenues for the 2021-22 academic year were \$13,505,438, while expenses were \$13,234,261. This resulted in a credit of \$271,177 for the 2021-22 fiscal year. This marks the fourth consecutive year this target has been met.

Division: Compliance

During the 2022-23 assessment cycle, the target was met. A 71% Federal Graduation Rate was reported, the highest score ever registered since Federal Graduation Rates for NSU athletics were reported (1996). This exceeds the target by 10% and registers a 21% increase over the last two years.

During the 2022-23 assessment cycle, the target was met. A 71% Federal Graduation Rates was registered for student-athletes, in comparison to a 44% graduation rate for the student body. The 27% measured difference eclipsed the target by an 8% clip.

During the 2022-23 assessment cycle, the target was met. An 88% Graduation Success Rate was recorded, eclipsing the all-time registered the previous year by 1%. This also marked the eighth consecutive year an improvement in the score has occurred in comparison to the previous year.

Division: Marketing/Development

During the 2022-23 assessment cycle, the target was met. Ticket revenue was reported at \$236,257, representing a \$13,622 increase (6%) from the previous year's total of \$222,635. Men's Basketball recorded \$31,596.59 in total ticket sales, the highest such total since the 2015-16 season. Women's Basketball increased to a respectable \$26,216.59 in total ticket sales, the highest total since the 2016-17 season. Soccer, a non-ticketed sport, reported \$3,486 in total ticket sales due to hosting the 2022 Southland Conference Tournament. This is the highest total reported since the Ticket Sales Comparison Chart has been kept. In total, this was the third consecutive year that total tickets sales increased in the NSU Athletic Department.

Division: Sports Information

Assessment Cycle 2022 - 2023

Meltwater Media reported 980 million in earned media coverage from April 1, 2022, to March 30, 2023, resulting in a 44.7% increase from last year's total. This is the largest increase recorded in earned media coverage since this beginning of this measure.

A 7.8% gain from the previous year was recorded on the main Twitter account (@NSUDemons), averaging more than 16,000 impressions per month. The follower total on the main account increased to 11,541, with cumulative followers across 10 sport-specific accounts increasing by 62.5 percent to over 54,000.

Plan of Action Moving Forward

Division: Academics/Life Skills

SO1

Measure 1.1: Based on the analysis of 2022-23 results, the Academic Service staff will increase the annual participation rate to 59% to drive continuous improvement. More events will be scheduled as well.

Measure 1.2: Based on analysis of 2022-23 results, and with a full staff in the Academic Service area, community service hours will be tracked during the 2023-24 assessment cycle, and the staff will increase the target to 4,800 hours to drive continuous improvement.

SO2

Measure 2.1: Based on analysis of 2022-23 results, the Academic Service staff will increase the target GPA to 3.07 to drive continuous improvement.

Division: Business Management

SO1

Measure 1.1: For the 2022-23 report, the target was met. For the 2022-23 budget and the 2023-24 assessment cycle, the target of a balanced budget will continue.

SO2

Measure 2.1: According to the 2021-22 audit report, the target was not met. Based on analysis of this report, the newly hired Athletic Business Manager will maintain the target of no audit findings for the 2022-23 audit cycle.

Measure 2.2: Based on the analysis of the 2021-22 audit report the target was not met. Based on analysis of this report, the following corrective actions were reported:

Assessment Cycle 2022 - 2023

1. **Bank Reconciliations:** The Demons Unlimited Foundation will train and mandate all budget heads and personnel on mandatory supervision of regulatory business office practices. The Demons Unlimited Foundation will acquire training for all staff on the QuickBooks accounting system. Additional personnel will be hired to fill vacant positions and those individuals will be trained to follow policies and procedures for bank reconciliations.
2. **Endowments and Investment Account Reconciliations:** The Demons Unlimited Foundation will train and mandate all budget heads and personnel on mandatory supervision of business office practices pertaining to monthly deposits and transfers for endowment and investment accounts. Additional personnel will be hired to fill vacant positions and those individuals will be trained to follow policies and procedures for account reconciliations and transfers. These positions will be expected to properly communicate policies, procedures, and timelines to ensure timely deposits and transfers to investment and endowment accounts.
3. **Expenditures and Credit Cards:** The Demons Unlimited Foundation will mandate the budget heads and senior personnel ensure timely supervision of policy and procedures in reporting expenditures, credit card expenses, reconciliation, and payment. Additional personnel will be hired to fill vacant positions and those individuals will be trained to follow policies and procedures for account reconciliations. These positions will properly ensure compliance with existing expenditure internal control procedures.
4. **Contributed Nonfinancial Assets (Gifts-in-Kind):** The Demons Unlimited Foundation will acquire training for all staff and future hires on the Agilon reporting system. Additional personnel will be hired to fill vacant positions and those individuals will be trained to follow policies and procedures related to proper documentation of Gifts-in-Kind, and record revenues and expenditures in accordance with their fair value.

In addition, the newly hired Athletic Business Manager will maintain the target of no audit findings for the 2022-23 audit cycle.

Division: Compliance

SO1

Measure 1.1: Based on analysis of results, the annual target rate will be increased to 62% to drive continuous improvement.

Measure 1.2: Based on analysis of results, an annual target an 20% greater graduation rate by student-athletes in comparison to the general student body has been set to drive continuous improvement.

Assessment Cycle 2022 - 2023

Measure 1.3: Based on analysis of results, a target of 76% has been established to drive continuous improvement in this area.

SO2

Measure 2.1: Based on analysis of results, it was determined to increase the minimum Academic Progress Rate for all teams to .945 for future assessments to drive continuous improvement.

Measure 2.2: Based on the analysis of the 2022-23 results, in 2023-24, the goal of a no Academic Performance Program penalties will be maintained.

Division: Marketing/Development

SO1

Measure 1.1: Based on the analysis of the 2022-23 results, in 2023-24, a target of 5% increase from the previous academic year will be set to drive continuous improvement.

SO2

Measure 2.1: Based on the analysis of the 2022-23 results, in 2023-24, a target of 10% increase in revenues will be set to drive continuous improvement.

Division: Sports Information

SO1

Measure 1.1: Based on analysis of the 2022-23 results, in 2023-24, the Sports Information Department will drive continuous improvement by setting a target of 5% growth in earned media coverage from the previous year. However, it is unknown what kind of effect the transfer of Hansel Emanuel will have on achieving this goal. It is believed that steady growth will continue to occur with ESPN+ broadcasts, so the goal will be maintained.

Measure 1.2: Based on the analysis of the 2022-23 results in 2023-24, the Sports Information Department will set a target of 6% social media growth from last year to drive continuous improvement. Establishing an Instagram baseline to measure future growth in this area is still a priority moving forward.